



Knowsley Council

Website: www.knowsley.gov.uk/environment/planningandbuilding/

Directorate of Regeneration and Neighbourhoods
Housing, Planning and Building Control
PO Box 26
Archway Road
Huyton Knowsley
Merseyside L36 9FB

Tel: (0151) 443 2381

Application for Consent to Display an Advertisement(s)

Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

Publication of applications on planning authority websites

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

Suffix

Property Name

Address Line 1

Address Line 2

Address Line 3

Town/city

Postcode

Description of site location must be completed if postcode is not known:

Easting (x) Northing (y)

Description

Applicant Details

Name/Company

Title

Mr

First name

Helen

Surname

Binns

Company Name

Walsingham Planning

Address

Address line 1

C/O Agent - Brandon House

Address line 2

King Street

Address line 3

Town/City

Knutsford

County

Country

United Kingdom

Postcode

WA16 6DX

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

Agent Details

Name/Company

Title

First name

Surname

Company Name

Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

1 no. Externally illuminated hanging sign

2 no. Non-illuminated amenity boards

1 no. Externally illuminated building mounted sign

Advertisement Type:

Projecting or Hanging Sign

Height:

1.22 metres

Width:

0.915 metres

Depth:

0.04 metres

What is the height from the ground to the base of the advertisement?:

3 metres

What is the maximum projection of the advertisement from the face of the building?:

1.422 metres

What is the maximum height of any of the individual letters and symbols?:

0.15 centimetres

What materials will the advertisement be made of?:

Aluminium composite hanging sign with metal bracket

The colour of text and background:

Thwaites Gold to main lettering; Black (RAL 5008) tray; Thwaites anthracite grey to front tray; Thwaites putty (PANTONE 7534) to the Thwaites lettering and Red (RAL 3001) to the Thwaites logo background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

150 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

1.22 metres

Width:

0.915 metres

Depth:

0.065 metres

What is the height from the ground to the base of the advertisement?:

1.3 metres

What is the maximum projection of the advertisement from the face of the building?:

0.075 metres

What is the maximum height of any of the individual letters and symbols?:

0.05 centimetres

What materials will the advertisement be made of?:

Aluminium composite

The colour of text and background:

Thwaites putty (Pantone 7534) to main letters; black (RAL 5008) TO BACK TRAY; Thwaites anthracite grey to front tray; Red (RAL 3001), white and gold to Thwaites logo

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.88 metres

Width:

2.75 metres

Depth:

0.025 metres

What is the height from the ground to the base of the advertisement?:

2.4 metres

What is the maximum projection of the advertisement from the face of the building?:

0.055 metres

What is the maximum height of any of the individual letters and symbols?:

0.3 centimetres

What materials will the advertisement be made of?:

Aluminium composite logo sign and Foamex letters

The colour of text and background:

Thwaites gold main letters White lettering on red (RAL 3001) background (logo sign) black numbers of a white clock face

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

200 cd/m²

Will the illumination be static or intermittent?:

Static

Please describe each of the 'Other type(s)' of advertising proposed

Building mounted amenity boards
Building mounted sign

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

☒ Yes

☐ No

If Yes, please provide details

1 no. Hanging sign in place since at least November 2022 replacing previous hanging sign
2 no. Amenity boards in place since at least April 2015 replacing previous 2 no. amenity boards
1 no building mounted sign in place since at least April 2015 replacing previous building mounted sign

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

☐ Yes

☐ No

☒ Not Applicable

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s)

See covering letter for details

Will the proposed advertisement(s) project over a footpath or other public highway?

☒ Yes

☐ No

Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

07/11/2023

To Date

07/11/2028

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

☐ Yes

☒ No

Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

☒ Yes

☐ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

☒ The agent

☐ The applicant

☐ Other person

Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

☒ Yes

☐ No

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title

***** REDACTED *****

First Name

***** REDACTED *****

Surname

***** REDACTED *****

Reference

Date (must be pre-application submission)

Details of the pre-application advice received

Site meeting with the Planning, Enforcement and Conservation Officers to discuss works undertaken, steps to regularise etc and to discuss proposed works.

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

☒ Yes

☐ No

Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:

(a) a member of staff

(b) an elected member

(c) related to a member of staff

(d) related to an elected member

It is an important principle of decision-making that the process is open and transparent.

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

☐ Yes

☒ No

Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, and the accompanying plans/drawings and additional information.

I/We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.

I/We also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

☒ I / We agree to the outlined declaration

Signed

Date

11/12/2023

Amendments Summary

Changes made in response to validation letter received 5 December 2023 reference 23/02795/ADV to amend period for which consent is sought and to include scale bar and key dimensions to the plans.